


# FOR SALE

***Our Democracy*** 

*July 31, 2013--Student Training*

*Hosted by: Public Citizen, Student PIRG, People for the American Way Foundation,  
Common Cause, Rock the Vote and Hip Hop Caucus*

# Welcome

## Agenda:

- Introductions
- History of Problem
- Nationwide movement
- Break
- Taking Action on Campus
- Closing



# Story of Stuff



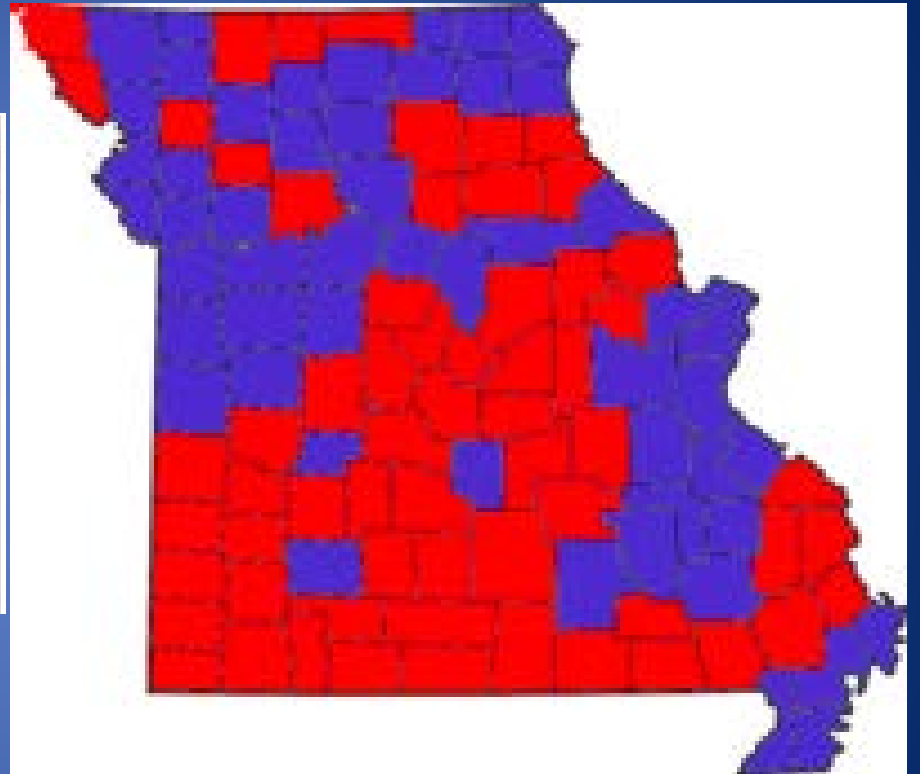
**These are people.**






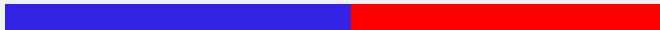

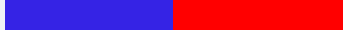









**These are NOT people.**

**Who are you and what issues  
do you care about?**

*Citizens United* and a Brief History of  
Undue Influence in American Elections



## Sector Totals, 2011-2012

Rank	Sector	Amount	Dems	Repubs	 To DEMS  To REPUBS
1	<a href="#">Finance/Insur/RealEst</a>	\$662,281,494	24.8%	52.1%	
2	<a href="#">Other</a>	\$565,157,289	46.2%	41.7%	
3	<a href="#">Misc Business</a>	\$462,982,727	26.7%	39.8%	
4	<a href="#">Ideology/Single-Issue</a>	\$308,815,876	41.0%	41.9%	
5	<a href="#">Health</a>	\$263,547,643	33.8%	42.4%	
6	<a href="#">Lawyers &amp; Lobbyists</a>	\$249,202,928	61.9%	29.9%	
7	<a href="#">Communic/Electronics</a>	\$204,244,859	46.2%	27.3%	
8	<a href="#">Labor</a>	\$141,454,855	43.1%	4.3%	
9	<a href="#">Energy/Nat Resource</a>	\$140,659,623	15.8%	64.2%	
10	<a href="#">Construction</a>	\$124,062,372	20.4%	51.1%	
11	<a href="#">Agribusiness</a>	\$91,919,655	22.5%	66.0%	
12	<a href="#">Transportation</a>	\$77,556,675	21.7%	69.0%	
13	<a href="#">Defense</a>	\$27,512,565	39.6%	59.6%	

Source: Center for Responsive Politics

SUPREME COURT'S "FIRST AMENDMENT" DECISION..



# Unlimited \$, Corporate Money

- *Santa Clara County v. Southern Pacific Railroad* - 1886
  - First appearance of the idea that Constitutional Rights apply to corporations (in a clerk's note)
- The Tillman Act – 1907
  - Banned corporations from spending in elections

# Unlimited \$

- *Buckley v. Valeo* – 1976
- Court threw out the rationale that you can limit money in elections to ensure political equality, or a level playing-field; said spending money in elections is a first amendment protection that can only be limited to prevent quid pro quo corruption or the appearance of corruption
- Maintained that outside spending cannot create quid pro quo's thus any individual may spend unlimited money to influence an election as long as it is not in coordination with the candidates

# Corporate \$

- *Bellotti v. First National Bank of Boston* – 1978
  - Court struck down a Massachusetts ban on for-profit corporate spending to influence a ballot initiative. Court found that the corporate “identity” of the speaker did not deprive it of First Amendment protection.
  - Maintained that this spending cannot be coordinated with candidates

# *Citizens United v. FEC*



# *Speechnow v. FEC*



★ ★ STEPHEN COLBERT'S ★ ★  
**COLBERT**  
*SUPER*  
**PAC**

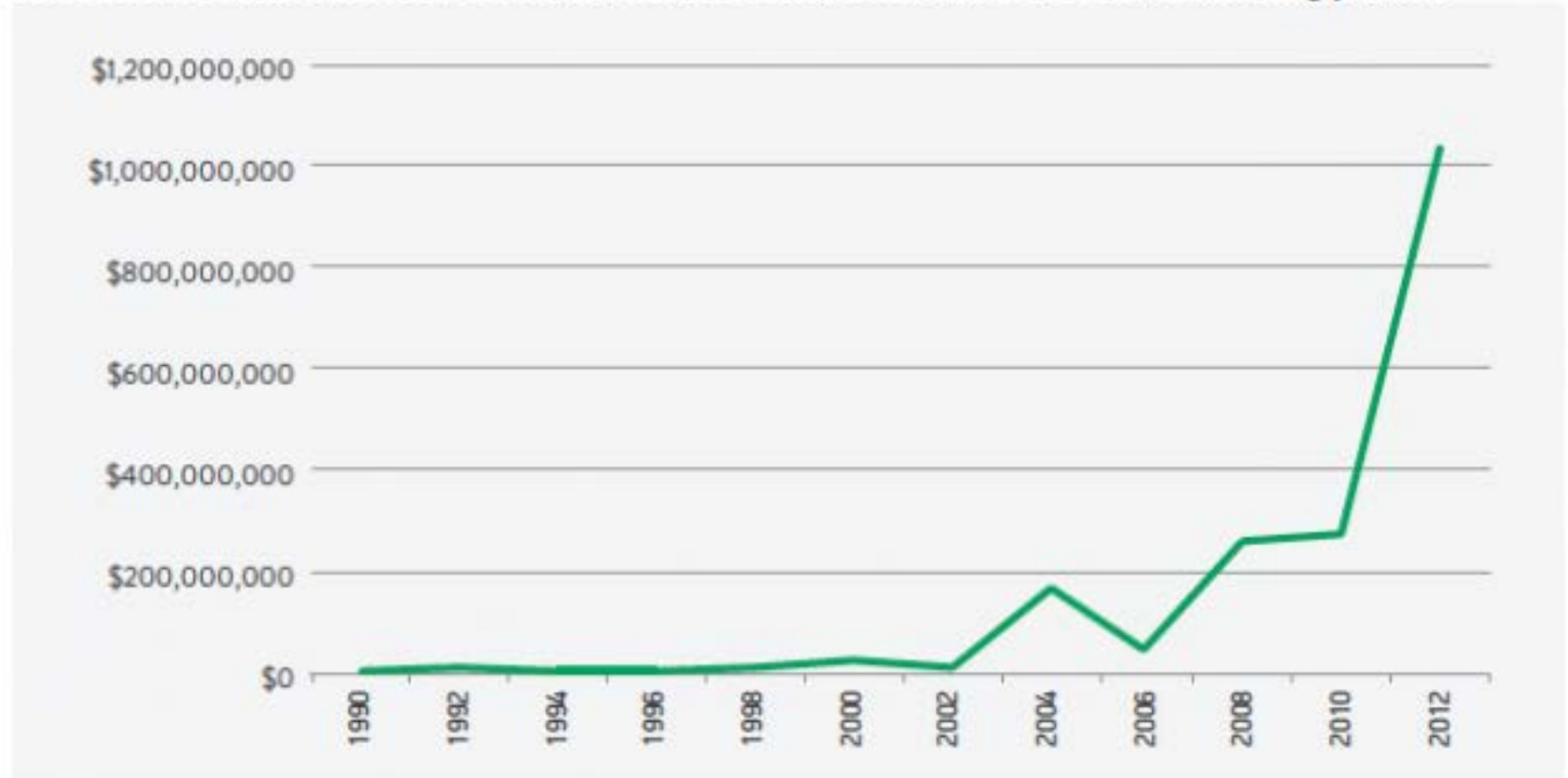
The logo features the text "STEPHEN COLBERT'S" in a yellow, outlined font, flanked by four blue stars. Below this, the word "COLBERT" is written in a large, bold, blue font. Overlaid on "COLBERT" is the word "SUPER" in a red, handwritten-style font. Below "COLBERT" is the word "PAC" in a bold, blue font. The entire logo is set against a background of a blue sky with white clouds and a green field at the bottom.

[www.ColbertSuperPAC.com](http://www.ColbertSuperPAC.com)

**Making a better tomorrow, tomorrow**

# 2012 Elections

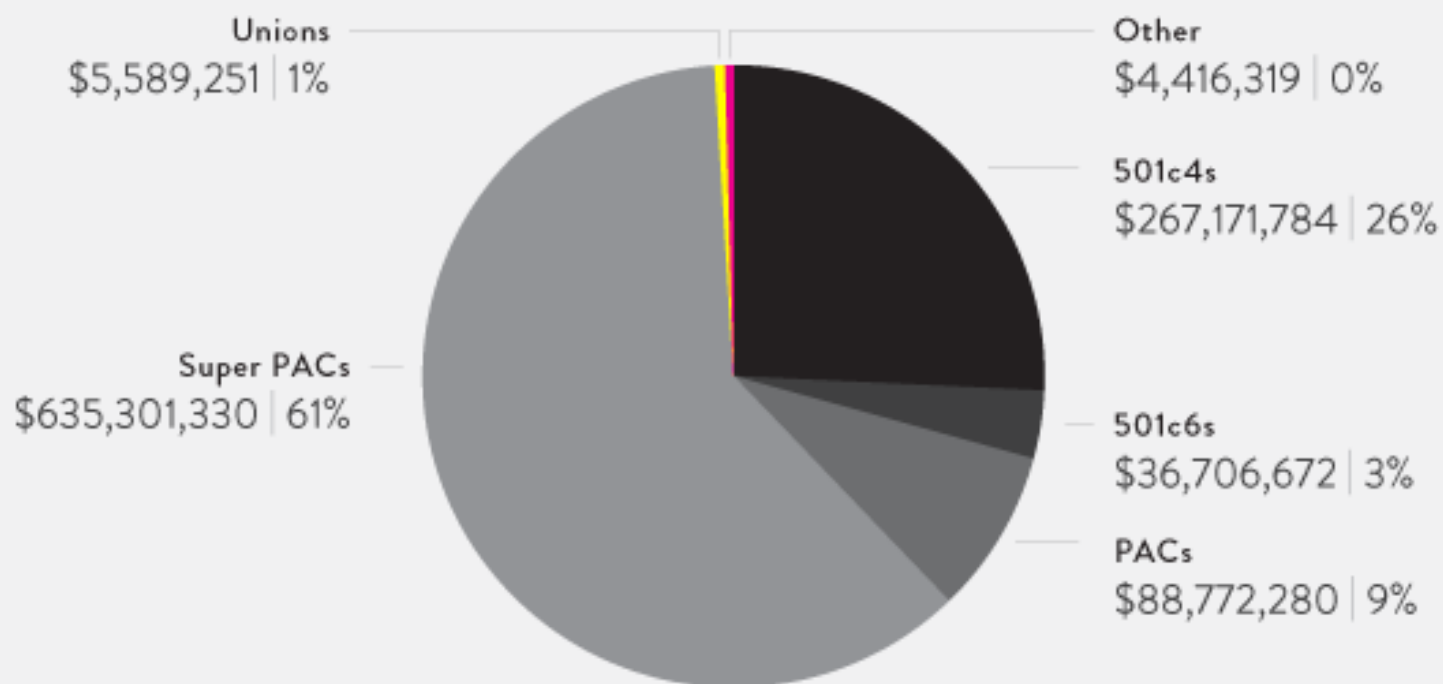
**FIGURE 3: RISE IN OUTSIDE SPENDING OVER SEVERAL CYCLES, (excluding parties.)**



Source: Center for Responsive Politics, [http://www.opensecrets.org/outsidespending/cycle\\_tots.php](http://www.opensecrets.org/outsidespending/cycle_tots.php); U.S. PIRG, Demos analysis of Sunlight Foundation Data

# 2012 Elections

## Reported Outside Spending by Source, 2012 Cycle



SOURCE: Dēmos and U.S. PIRG Education Fund analysis of FEC and Sunlight Foundation data

Dēmos

**\$313.0 MILLION**  
TOTAL GIVING

AMOUNT OF SMALL DONOR MONEY RAISED  
BY BOTH OBAMA & ROMNEY COMBINED

MINIMUM NUMBER OF DONORS THAT CAME FROM:

**3.7 MILLION**

NUMBER OF SUPER PAC DONORS IT TOOK TO EXCEED THAT:

 **32** 

AVERAGE CONTRIBUTION OF THESE TOP DONORS:

**\$9.9 MILLION**

# A Silver Lining

- “Everyone Hates *Citizens United*” – 90% of Americans think there’s too much corporate money in elections (Corporate Reform Coalition - 2012)
- 80% of Americans oppose the *Citizens United* decision (2010)
- 2 out of 3 Americans say reducing the influence of money in politics will be an important factor in their vote (2012)

# Steps to Pass a Constitutional Amendment

- Only 27 have been passed
- An Amendment requires:
  - Two-Thirds of Both Houses of Congress
  - Three-Fourths of the States must ratify

# The Growing National Movement

Nearly  
500

Local government resolutions calling for a constitutional amendment to overturn Citizens United have been passed since the January 2010 Supreme Court ruling

➤ [READ MORE](#)

1

President - Barack Obama - voiced support for a constitutional amendment to overturn Citizen United

➤ [READ MORE](#)

16

States and Washington D.C have called for a constitutional amendment.

➤ [READ MORE](#)

125 +

Members of Congress have backed a constitutional amendment.

➤ [READ MORE](#)

2  
Million  
+

The number of signatures that have been collected from people calling for an amendment

# Resolutions vs. Ballot Initiatives

16 States have called for an amendment overturning *Citizens United*  
-14 states passed resolutions  
-2 states had ballot referendums (Montana and Colorado)

The map displays the United States with numerous colored pins indicating legislative actions. Green pins, representing resolutions, are densely clustered in the West (California, Washington, Oregon, Idaho, Nevada, Arizona, New Mexico, Texas, Utah, Colorado, Montana, Wyoming, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, New Brunswick, Nova Scotia, Prince Edward Island, New South Wales, Victoria, Queensland, Western Australia, South Australia, Northern Territory, and the Northern Territory of Australia) and the Northeast (New York, Pennsylvania, Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana, Mississippi, Arkansas, Missouri, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, New Brunswick, Nova Scotia, Prince Edward Island, New South Wales, Victoria, Queensland, Western Australia, South Australia, Northern Territory, and the Northern Territory of Australia). Blue pins, representing ballot initiatives, are scattered across the Midwest (Nebraska, Kansas, Oklahoma, Texas, Louisiana, Mississippi, Arkansas, Missouri, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, New Brunswick, Nova Scotia, Prince Edward Island, New South Wales, Victoria, Queensland, Western Australia, South Australia, Northern Territory, and the Northern Territory of Australia) and the Southeast (Alabama, Georgia, Florida, South Carolina, North Carolina, Virginia, Maryland, Delaware, Pennsylvania, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, New Brunswick, Nova Scotia, Prince Edward Island, New South Wales, Victoria, Queensland, Western Australia, South Australia, Northern Territory, and the Northern Territory of Australia). A red pin is located in Montana, and an orange pin is located in Colorado. The map also shows the Gulf of Alaska, Gulf of California, Gulf of Mexico, Caribbean Sea, and various international borders with Canada, Mexico, and Central/South America.

16 States have called for an amendment overturning *Citizens United*

- 14 states passed resolutions
- 2 states had ballot referendums (Montana and Colorado)

# What does the movement look like?



# How does this relate to students?



# Break—10 minutes

\*Come get your picture taken with the “I AM a Person” sign\*

# Building the Student Movement



# Part 1: Planning your campaign

# Why planning

- You don't want to waste time or energy on tactics that don't actually help you on your path to victory. Doing things for the sake of doing them won't help you win.
- Once you've figured out your theory on what it's going to take to win, you need to budget your time to make sure you can accomplish it all
- As you recruit volunteers and friends to help with your campaign it's important to know exactly what you want them to do and to be able to explain to them why doing it will help you win – hence the plan is an important organizing tool to share with them

# 1. Goal

- Get (Decision-maker) to do (action) by (timeline).
- E.g. Get student government to pass a resolution opposing *Citizens United* and big money elections by the end of fall term.

## 2. Strategy

- How you are going to get your decision-maker to take the action you want on your timeline?
- If your decision-maker is a decision-making body do a vote count, then pick targets

	Constituency is with you	Constituency is against you
Decision-maker is with you	<b>Hero Strategy</b>	<b>Cover Strategy</b>
Decision-maker is against you	<b>Pressure Strategy</b>	<b>Targeted Pressure Strategy</b>

# 3. Tactics

- Petitions
- Events
- Student group coalitions
- Professor coalitions
- Media
- Direct lobbying
- On-going visibility

## Sign our petition

In 2010, the U.S. Supreme Court ruled in a case called *Citizens United v. FEC* that corporations have a "right" to spend unlimited money influencing elections. Corporations are not people. Democracy is for people.

**Add your name to our petition for a constitutional amendment to overturn the ruling and reclaim our democracy.**

☐ I am interested in taking action in my community.

[/ Sign Now](#)

## 4. Timeline

- Key dates: vacations, holidays
- Decision-maker schedule: how often do they meet, are there any deadline for introducing resolutions

## 5. Timing Calculations and Delegating

- Figure out how many hours it will take to reach your tactical goals, then you will figure out how many volunteers you need to recruit to achieve them
- E.g. Goal: 1000 postcards = 100 hrs/  
petitioning = 20 volunteers petition for 5 hrs
- Base rates for reference:
  - 10 petitions / person / hour (4 volunteer yeses)
  - 30% of a class will sign a petition during a class rap
  - 10 contacts / hr phone calls; 5 yeses to take action

# Tips

- Think through your plan before you bring it to your group, but be flexible enough to get everyone bought in
- Revisit and revise the plan as you get closer to your goals, including revising the rates based on how you're doing
- Stick to the plan!

## Part 2: Building your group



- When you are first starting your campaign you should be thinking about how to find all the other students on campus who care about fixing our democracy and would be willing to put in some time to work on it, then think of ways you can give them something simple to do to get involved
- Working backwards from your goals, figure out how large of a group you'll need to hit your tactical goals
- Set a date and time to have your first meeting (Kick Off Meeting)- give yourself 3 or so weeks to recruit leading up to it
- Recruit, delegate, recruit

# 1. Set the details for your Kick Off Meeting

- Find out what the rules are for creating a group or campaign on your campus and follow the protocols
- Find a space, pick a time, book it, tell everyone and their mom about it

## 2. Recruit!

- Retail
  - Start with your friends
  - Make petitions, include a check box for getting more involved, ask people to include their phone and emails
  - Call people who say they want to get involved – don't just email them!
  - Table

## 2. Recruit!!

- Wholesale
  - Class raps
  - Quick presentations at other student groups
  - Posters, flyers
  - Social media
  - List serves

### 3. Delegate

- Engage everyone who wants to get involved in the process of growing the group.
- Ask everyone to do class raps, come petition with you, get their friends to sign petitions
- Move the most dedicated people up the leadership ladder – ask them to coordinate petitioning shifts, to lead a breakout group at the kick off meeting, to bring something to the kick off meeting (friends? Pens? Pizza?)

# Tips for the recruitment drive

- Ask everyone to help with everything – don't do anything alone!
- Ask everyone to bring a friend
- Ask everyone to bring something specific to the meeting to make sure they show up

# The Kick Off Meeting

- Goals:
  - To bring together all the people who are interested in helping in a motivating, exciting setting
  - To context the problems of corporate personhood and big money in elections, help everyone understand the solution of a constitutional amendment, and get them excited about what they can do to make a difference right away
  - To get everyone who shows up bought into a plan of action. Everyone should leave feeling like they have a role and knowing exactly what they need to do next

# Kick Off Meeting Sample Agenda

- Intro – welcome everyone, introduce the group leaders, have everyone go around and introduce themselves – 10 min
- The Story of Citizens United – 10 min
- Guest speaker – bring in someone who can speak eloquently on the problem and solutions of *Citizens United* – 10 min
- Your vision, goal, strategy, and tactics for the campus campaign – 5 min
- Break out groups – have everyone divide up into groups based on what they are most interested in working on: events, media, coalition building, working with the student government (depending on the size of the meeting you may want to combine some groups) – 20 min
- Present small groups – 5 min
- Next steps (upcoming events, opportunities) and cheer!

# Tips for the Kick Off Meeting

- Have food there!
- Have everyone sign in with all their contact information, pass around clipboards with sign up sheets for upcoming events (tabling, class raps, etc.)
- Make sure you prep your speakers and break out group leaders

# Part 3: Coalition Building

- Practical: There is strength in numbers, showing solidarity, sharing the costs
- Political: Bipartisanship and safety

# 1. State your Goals

- How many organizations do you want to connect with?
- When do you want to make initial contact by?
- Keep in mind your overall strategy

## 2. Outreach

- Create a list of different organizations you want to reach out to, make it diverse: political and activist organizations, student of color organizations, graduate student groups, residence halls, sororities/fraternities, faculty/staff

### 3. Educate

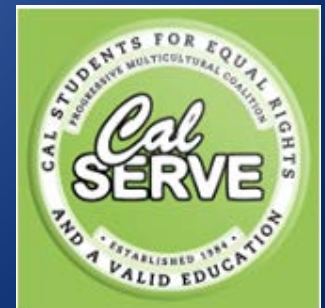
- Learn about these groups and how money in politics impacts them or the issues they care about
- Reach out to these organizations and frame the discussion in a way that shows the intersectionalities of the two organizations

## 4. Execute Strategy

- Organize a meeting
- Set up strategy and assign everyone roles
- Gauge how involved they want to be in the campaign: make a presentation at a club meeting, co-host an event, volunteer

# Example

- At U.C. Berkeley, Berkeley Common Cause built a coalition with UC Berkeley Rootstrikers and Cal PIRG. We also reached out to other organizations like CalSERVE when we were getting our resolutions passed. We could have done a better job connecting with environmental and student of color organizations.



# 3 Tips for Building a Coalition:

1. Identify common values and goals with the groups you want to build coalitions with
2. Clearly define and assign roles and maintain communication with them/follow-up
3. Recognize the accomplishments of your coalition members and thank them for their support

# Part 4: Events/Media

- It is important for building your group and for passing your resolution to hold events on campus and get media coverage
- It is a great way to get more people educated and involved in taking action, even if they don't join the club
- Ideally you want the media (school newspaper, blog, etc.) to have covered an event about the issue before you notify the media about the resolution

# 1. Why, who, what, where, when, how?

- Answering these questions will allow you to think of all the details
- Why have this event, what do you hope to accomplish?
  - Have a clear goal for holding the event
  - How will the event forward your campaign AND help you build your power?
- Who are you trying to target for this event?
  - Students, staff, community members, media

- **What** type of event will help you further your overall goal?
  - Ex: movie showing, speaking event, rally, etc.
- **Where** will you host the event?
  - Do you need to reserve a room, is it accessible to all students?
- **When** will the event be?
  - Are there other events happening that night, is it midterm season, etc?
- **How** will you advertise the event and get people to attend?
  - What forms of outreach will you use: flyers, school radio, Facebook event, chalking, etc.—what is most effective on your campus?

## 2. Delegate

- Break up the tasks among the group and coalition partners to make the event successful
- Giving everyone a duty to complete makes them more invested in making the event successful

### 3. Invite the Media

- Let your school newspaper, radio or blog know about the event you are holding
- Write a press release



## Press Release:

FOR IMMEDIATE RELEASE:

March 20, 2013

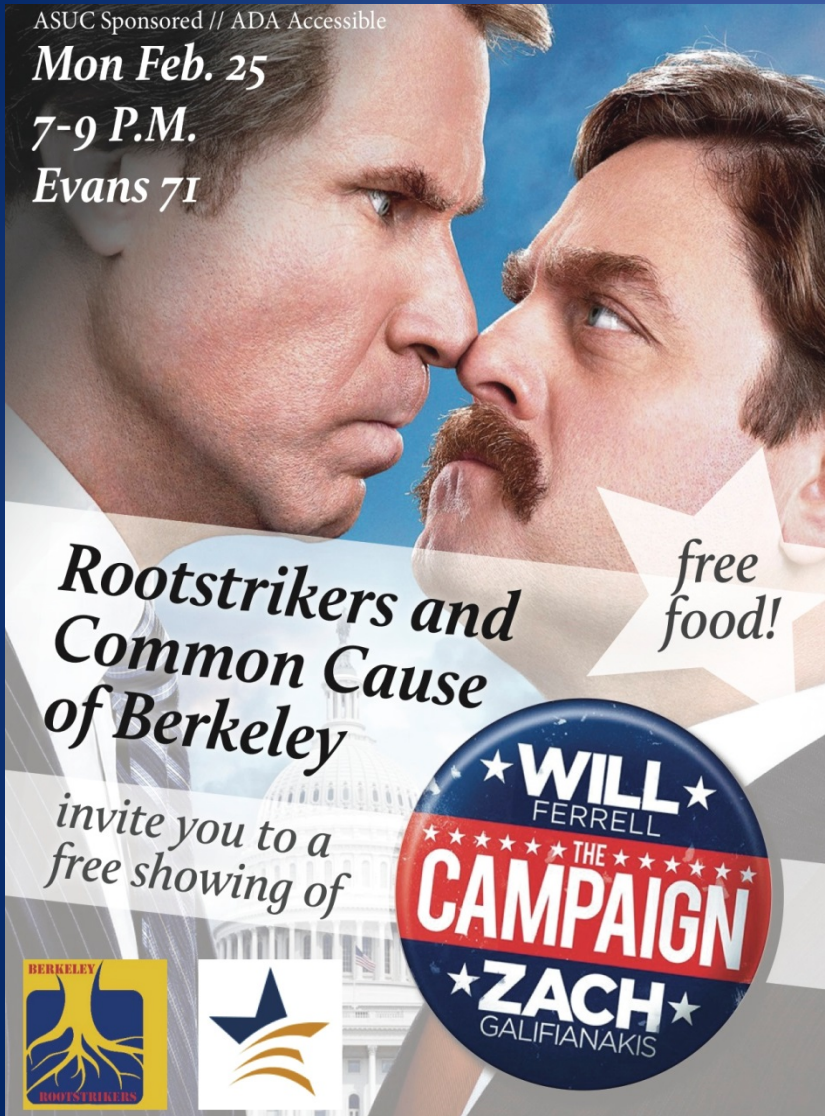
### ASUC REFERENDUM TO SUPPORT OVERTURNING CITIZENS UNITED

#### UC Berkeley Students to Vote on Opposition Towards Citizens United and Money in Politics

BERKELEY, Calif--Rootstrikers of Berkeley and Common Cause of Berkeley (Students from U.C. Berkeley) are pleased to announce that on the evening of March 13, 2013 the ASUC approved SB 102: A Bill in Support of a "People's Rights Amendment" Referendum, putting a referendum on the ASUC ballot asking students if they support reducing the power of money in politics by overturning *Citizens United v. Federal Elections Commission*. The ballot initiative will be voted on by the student body during the elections which will take place between April 9th through the 11th.

The text of the resolution, which still needs approval by the Attorney General, will state:

# Example #1



ASUC Sponsored // ADA Accessible

**Mon Feb. 25**  
**7-9 P.M.**  
**Evans 7I**

**Rootstrikers and  
Common Cause  
of Berkeley**

invite you to a  
free showing of

free  
food!

**WILL  
FERRELL**  
★ ★ ★ ★ ★  
**THE  
CAMPAIGN**  
★ ★ ★ ★ ★  
**ZACH  
GALIFIANAKIS**

**BERKELEY**  
**ROOTSTRIKERS**

Logo of the University of California, Berkeley (blue and gold star with rays)

Movie showing of “The Campaign”; our goal was to educate and engage students in a fun way so they would join our group. We began the event talking about the work we were doing on campus and ways students could get involved.

To get media attention about the referendum that would be voting on in the student govt. elections, we helped CalPIRG host a rally during lunch time a few days before voting and invited the media.

## Example #2



# 3 Event Tips:

1. Have visuals at events
2. Have some type of action that people can take at the event that you can use to grow your group, ie: sign a petition, volunteer for the next event—then be sure to follow-up with all the new people who attended
3. Ask coalition allies to co-host the event

# Step 5: Passing the Resolution

- These steps will begin while you are hosting events and reaching out to the media
- Everything so far has been laying the ground work for successfully passing a resolution
- The resolution isn't nearly as valuable without media coverage and broad support—that is why all the previous steps are so important

# 1. Find a Sponsor

- Reach out to people in the student government that are willing to work with you and have an interest in this issue
- Based off your overall strategy create a timeline with them of when you want to get the resolutions passed

## 2. Write the Resolution

- Resolutions do three things:
  1. Outlines the issue or problem
  2. Provides an explanation or justification for the proposed solution
  3. Gives the reader enough background so he/she can understand what is being proposed and makes it clear what people are voting on
- Using other sample resolutions passed at the city level or other schools draft your resolution
  - Refer to other resolutions passed through your student government to see if there are specific guidelines that need to be met

- Share the resolution with the group/coalition and see if they have suggestions
  - Ask them to endorse the resolution
- Check in with the sponsor of the bill to make sure they approve

### 3. Count Your Votes

- Work with the sponsor of the bill to connect with other people who will be voting on the bill to talk with them about the resolution before it is voted on
- Talk with other groups in the coalition to see if they have connections with other people who will vote on the resolution—use those connections
- If you don't think you'll have enough votes to pass, it's better to prolong the vote than to have it voted down— readjust your strategy to target specific decision makers

## 4. Plan for the Passage of the Bill

- Make sure to not let the bill pass without your knowledge—ask your sponsor to wait to pass the resolution until you've educated as many people as can
- Plan to attend to meeting and invite everyone in the coalition to come in support
- Invite the media to the meeting where the bill will be voted on
- Bring handouts, flyers, or posters so people know you are all there for in support of this resolution
- Ask to speak during public comment about the importance of this resolution—have the people who will most influence your target speak

# If the resolution passes:

- Thank the student government
- Thank your sponsors and supporters
- Host a party to celebrate—it's important to acknowledge everyone's hard work
- Contact us so we can share your victory with others and add your school to the resolution map!
- BUT don't stop there! You've built a group, you've built power—use it! Keep organizing in your local community or state!

# Sample Resolution:

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## Resolution Concerning *Citizens United versus the Federal Elections Commission*

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**Authored By** Morgan Prentice, Alice Lin, Senator Klein Lieu, Senator Mihir Deo

**Sponsored By** Senator Klein Lieu, Senator Mihir Deo

**WHEREAS**, the ASUC student preamble states that its purpose includes: "...advance our common interests and concerns as students and as citizens"; and

**WHEREAS**, the Office of the External Affairs Vice President of the ASUC lobbies for students interests at the local, state, and federal levels; and

**WHEREAS**, the U.S. Supreme Court 5:4 ruling on January 21, 2010 in *Citizens United v. the Federal Election Commission* rolled back remaining legal limits on corporate spending in the electoral process, allowing unlimited corporate spending to influence elections, candidate selection, and policy decisions; and

**WHEREAS**, the *Citizens United* decision unleashed unprecedented torrents of money in our political process, including \$2 billion in the 2012 elections, thereby drowning out the voices of "We the People" and threatening our democracy; and

**WHEREAS**, the overwhelming amount of money in politics drowns out the voices of students and puts them at a disadvantage in trying to further their agenda; and

**WHEREAS**, this decision threatens to undermine the integrity of elected institutions across the Nation, including the state of California which must answer to students; and

**WHEREAS**, 105 students and faculty of UC Berkeley have signed a petition calling for the overturning of *Citizens United versus the Federal Election Commission*.

**NOW THEREFORE, BE IT RESOLVED** that the ASUC Senate joins 11 other states in calling for amending the United States and California Constitutions to declare that corporations are not entitled to the protections or "rights" of human beings and to declare that the expenditure of corporate money is not a form of constitutionally protected speech.

**BE IT FURTHER RESOLVED** that the ASUC Senate applauds the California State Legislature, the City of Berkeley, the City of Richmond, and the City of San Francisco, for passing similar resolutions.

**BE IT FURTHER RESOLVED** that the ASUC Senate directs the ASUC President to send a letter with a copy of this resolution to fellow collegiate student governments around California to join this action by passing similar resolutions.

**BE IT FINALLY RESOLVED** that the ASUC Senate directs the External Affairs Vice President to send copies of this Resolution to our state and federal government representatives including: Governor Jerry Brown, California State Assemblymember Nancy Skinner, and California State Senator Loni Hancock.

## ASUC senate votes to place First Amendment issue on spring ballot

The ASUC Senate voted to place a referendum on the spring 2013 ballot asking students if they support overturning the controversial Citizens United Supreme Court decision that held that the First Amendment prohibited restrictions on independent political expenditures by corporations and unions.

Vote 'YES' for a "Peoples Rights Amendment"

# FACE THE CORRUPTION

Join the nationwide movement to take a stand against the power of money in politics and the Supreme Court ruling of *Citizens United v. F.E.C.*

**CORPORATIONS ARE NOT PEOPLE  
MONEY IS NOT SPEECH**

**Remember to Vote  
April 9-11<sup>th</sup>!!**



## 3 Tips:

1. Count your votes and adjust strategy
2. Make this a team effort—delegate roles
3. Thank everyone for their help and continue organizing!

I passed a resolution on campus,  
now what....

### Berkeley, CA

Updated Jul 11

On November 28, 2012, the Associated Students of the University of California, Berkeley passed a **resolution** in favor of a constitutional amendment overturning *Citizens United*.

For more information contact: Morgan Prentice, [mlprentice@gmail.com](mailto:mlprentice@gmail.com)

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

### Oberlin, OH

Updated Jul 11

On March 21, 2010, the Oberlin College Student Senate passed a **resolution** in support of a constitutional amendment overturning *Citizens United*.

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

**Add your school to  
the map—sign up  
today!**

### San Diego, CA

Updated Jul 11

On April 10, 2013, the Associated Students of the University of California, San Diego passed a **resolution** in favor of an amendment overturning *Citizens United*.

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

### Arcata, CA

Updated Jun 20

On April 22, 2011, the Associated Students of Humboldt State University passed a **resolution** in favor of a constitutional amendment overturning *Citizens United*.

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

### Santa Barbara, CA

Updated Jun 20

On February 10, 2013, the Associated Students of the University of California, Santa Barbara Senate passed a resolution in support of overturning *Citizens United*.

For more information contact the UC Santa Barbara Chapter of Cal PIRG.

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

# Thank you for coming!



**Student PIRGs**  
*Student Action For The Future*



# We are looking forward to working with you!